



# Station Buy Detail

## Grand Rapids-Kalamazoo, TV Add

Est ID: 11848

**Client:** Stabenow for Senate 2012**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012**WOOD-TV**

Program Name	DP	Days		Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
WOOD 5a News	EM	M-F		\$150.00				1				1
5:00 AM - 6:00 AM		30		<b>\$150.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
WOOD 6a News	EM	M-F		\$400.00			1		1			2
6:00 AM - 7:00 AM		30		<b>\$800.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
Saturday 7a News	EM	Sa		\$275.00						1		1
7:00 AM - 8:00 AM		30		<b>\$275.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
Sunday 7a News	EM	Su		\$250.00							1	1
7:00 AM - 8:00 AM		30		<b>\$250.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
Days of Our Lives	DT	M-F		\$200.00	1							1
1:00 PM - 2:00 PM		30		<b>\$200.00</b>								
Rachael Ray	DT	M-F		\$125.00				1				1
2:00 PM - 3:00 PM		30		<b>\$125.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
Ellen	EF	M-F		\$400.00		1						1
4:00 PM - 5:00 PM		30		<b>\$400.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
WOOD 5p News	EN	M-F		\$675.00					1			1
5:00 PM - 5:30 PM		30		<b>\$675.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
WOOD 11p News	LN	M-F		\$900.00	1		1					2
11:00 PM - 11:35 PM		30		<b>\$1,800.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
Tonight Show	LF	M-F		\$300.00		1						1
11:30 PM - 12:35 AM		30		<b>\$300.00</b>								
Highly pre-emptible at LUR per WOOD. Move to S4												
<b>Station Totals</b>				<b>\$4,975.00</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>12</b>
<b>Station Net</b>				<b>\$4,228.75</b>								

**Media Strategies and Research**

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WOOD-TV

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